WHAT IS CLAIMED IS:

1. A discounting system, comprising:

first memory means for storing advertisement information;

5   advertisement appending means provided in a printer for appending an advertisement based on the advertisement information stored in said first memory means to media together with a given image to be printed;

10   second memory means for storing the appending information of the advertisement appended by the advertisement appending means to the media;

discount ticket issuing means for issuing discount tickets according to said appending information stored

15 in said second memory means; and

discount rate determination means for determining a discount rate of a purchase price of a new article on the basis of the discount ticket issued by said discount ticket issuing means.

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2. A discounting system according to claim 1, wherein said discount ticket issuing means issues said discount ticket when a cartridge has no remaining material.

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3. A discounting system according to claim 1, wherein said discount ticket issued by said discount

ticket issuing means has a record of said advertisement appending information stored by said second memory means.

5   4.   A discounting system according to claim 2, wherein said discount ticket issued by said discount ticket issuing means is multiple cutoff-type discount ticket whose quantity depends upon said advertisement appending information stored in said second memory
10   means.

5.   A discounting system according to claim 3, wherein said discount ticket issued by said discount ticket issuing means also has a record of an ID of said
15   printer in which said cartridge has been installed.

6.   A discounting system according to claim 1, wherein said advertisement appending information stored in said second memory means is a size information of
20   the advertisement appended to said media by said advertisement appending means.

7.   A discounting system according to claim 1, wherein said advertisement appending information stored
25   in said second memory means is a quantity information of the advertisement appended to said media by said advertisement appending means.

8. A discounting system according to claim 1, wherein said advertisement information previously stored in said first memory means is supplied by an advertisement supplier and wherein said discounting

5 system has advertisement fee calculation means for calculating an advertisement fee paid by said advertisement supplier according to said discount rate of the purchase price of a new cartridge.

10 9. A discounting system according to claim 8, wherein said advertisement information previously stored in said first memory means is information of a plurality of advertisements supplied by a plurality of advertisement suppliers and wherein said advertisement

15 fee calculation means individually calculates the advertisement fee paid by each advertisement supplier on the basis of the appending information of each advertisement.

20 10. A discounting system according to claim 1, further comprising mode selection means for selecting whether said advertisement appending means appends the advertisement to the media for printing or the advertisement is not appended for printing.

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11. A discounting system, comprising:
first memory means for storing advertisement

information;

advertisement appending means for appending an advertisement based on said advertisement information stored in said first memory means together with a given image on media when said given image is printed;

second memory means for storing appending information indicating that the advertisement is appended by said advertisement appending means;

acquisition means for acquiring the appending information stored in said second memory means; and

discount information determination means for determining discount information according to said appending information acquired by said acquisition means.

12. A discounting system according to claim 11, wherein said first memory means is a cartridge detachably mounted on a printer or is provided in the printer.

13. A discounting system according to claim 11, wherein said first memory means and said second memory means are provided in said cartridge and they comprise their own memory sections, respectively.

14. A discounting device, comprising:

acquisition means for acquiring appending

information of appending an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer together with a given image to the media from the memory section of said

5   cartridge; and

discount information determination means for determining discount information on the basis of the appending information acquired by said acquisition means.

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15.   A cartridge detachably mounted on a printer, comprising:

recording agent container means for containing an recording agent for printing on media; and

15   memory means for storing appending information of appending an advertisement based on advertisement information stored in a given memory section to the media together with a given image when said given image is printed,

20   wherein said appending information stored in said memory means is read by a reader and used for determining discount information by using said reader.

16.   A cartridge according to claim 15, wherein

25   said given memory section is a cartridge or is provided in said printer.

17.   A print controller, comprising:

readout means for reading out advertisement information stored in first memory section;

print control means for printing and controlling
5   the advertisement information read out by said readout means; and

memory control means for storing appending information indicating an appending status of an advertisement based on the advertisement information
10   stored in said first memory section into second memory section provided in a cartridge detachably mounted on a printer,

wherein said appending information is used for determining discount information.

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18.   A print controller according to claim 17, where in said print controller issues a discount ticket for a user to purchase an article and controls the printing on the basis of said appending information.

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19.   A print controller according to claim 17, wherein said appending information stored in said second memory section by said memory control means can be read from an external device and wherein said
25   appending information read to said external device is used for determining a discount rate when a user purchases an article.

20. A print controller according to claim 17, wherein said print control means causes the appending information stored in said memory section provided in said cartridge to be printed together with image
5   information transmitted externally.

21. A print controller according to claim 17, further comprising a selection means for selecting whether the advertisement information stored in said
10   memory section provided in said cartridge should be printed.

22. A print controller according to claim 17, wherein said first memory section is provided in a
15   printer.

23. A print controller according to claim 17, wherein each of said first memory section and said second memory section comprises a physically single
20   memory device.

24. A discounting method, comprising:
a readout step of reading advertisement information;
25   an appending step of appending advertisement based on advertisement information read in said readout step to media together with a given image to be printed at

printing on the media;

a second storing step of storing appending information of said advertisement appended in said appending step;

5   a discount issuing step of issuing a discount ticket on the basis of said appending information stored in said second storing step; and

a discount rate determination step of determining a discount rate of a purchase price of a new cartridge

10   article on the basis of the discount ticket issued in said discount ticket issuing step at purchasing the new article.

25. A discounting method, comprising:

15   a readout step of reading advertisement information;

an appending step of appending advertisement based on advertisement information read in said readout step together with a given image when said given image is

20   printed;

a storing step of storing appending information generated by the appending in said appending step;

an acquisition step of acquiring the appending information stored in said second storing step; and

25   a discount information determination step of determining discount information on the basis of the appending information acquired in said acquisition

step.

26. A discounting method, comprising:

an acquisition step of acquiring appending
information of appending an advertisement based on
advertisement information to media together with a
given image, which has been stored in a memory section
in a cartridge mounted on a printer, from said memory
section of said cartridge; and

a discount information determination step of
determining discount information on the basis of said
appending information acquired in said acquisition
step.

27. A print control method, comprising:

a readout step of reading advertisement
information stored in a first memory section;

a print controlling step of print-controlling said
advertisement information read in said readout step;
and

a storing step of causing appending information
indicating an appending status of advertisement based
on said advertisement information stored in said first
memory section to be stored into a memory section
provided in a cartridge detachably mounted on a
printer,

wherein said appending information is used for

determining discount information.

28.   A discounting program to be executed by a computer, comprising:

a readout step of reading advertisement information;

an appending step of appending an advertisement based on said advertisement information read in said readout step to media together with a given image to be printed at printing on the media;

a second storing step of storing appending information of said advertisement appended in said appending step;

a discount ticket issuing step of issuing a discount ticket on the basis of said appending information stored in said second storing step; and

a discount rate determination step of determining a discount rate of a purchase price of a new article on the basis of said discount ticket issued in said discount ticket issuing step when the new article is purchased.

29.   A discounting program to be executed by a computer, comprising:

a readout step of reading advertisement information;

an appending step of appending an advertisement

based on said advertisement information read in said readout step together with a given image when the given image is printed;

a storing step of storing appending information generated by the appending in said appending step;

an acquisition step of acquiring the appending information stored in said second storing step; and

a discount information determination step of determining discount information on the basis of the appending information acquired in said acquisition step.

30. A discounting program to be executed by a computer, comprising:

an acquisition step of acquiring appending information of appending an advertisement based on advertisement information to media together with a given image, which has been stored in a memory section of a cartridge mounted on a printer, from said memory section of said cartridge; and

a discount information determination step of determining discount information on the basis of said appending information acquired in said acquisition step.

31. A print control program to be executed by a computer, comprising:

a readout step of reading advertisement
information stored in a first memory section;

a print controlling step of print-controlling said
advertisement information read in said readout step;

5   and

a storing step of storing appending information
indicating an appending status of advertisement based
on said advertisement information stored in said first
memory section into a memory section provided in a

10   cartridge detachably mounted on a printer,

wherein said appending information is used for
determining discount information.

32.   A computer-readable record medium stored with

15   program codes for executing:

a readout step of reading advertisement
information;

an appending step of appending advertisement based
on the advertisement information read in said readout

20   step to said media together with a given image to be
printed at printing on the media;

a second storing step of storing appending
information of said advertisement appended in said
appending step;

25   a discount ticket issuing step of issuing a
discount ticket based on said appending information
stored in said second storing step; and

a discount rate determination step of determining a discount rate of a purchase price of a new article on the basis of the discount ticket issued in said discount ticket issuing step at purchasing the new

5   article.

33.   A computer-readable record medium stored with program codes for executing:

a readout step of reading advertisement

10   information;

an appending step of appending advertisement based on the advertisement information read in said readout step together with a given image when the given image is printed;

15   a storing step of storing appending information generated by the appending in said appending step;

an acquisition step of acquiring the appending information stored in said second storing step; and

a discount information determination step of

20   determining discount information on the basis of the appending information acquired in said acquisition step.

34.   A computer-readable record medium stored with

25   program codes for executing:

an acquisition step of acquiring appending information of appending an advertisement based on

advertisement information to media together with a
given image, which has been stored in a memory section
of a cartridge mounted on a printer, from said memory
section of said cartridge; and

5   a discount information determination step of
determining discount information on the basis of said
appending information acquired in said acquisition
step.

10   35. A computer-readable record medium stored with
program codes for executing:

a readout step of reading advertisement
information stored in a first memory section;

a print controlling step of print-controlling said
15   advertisement information read in said readout step;
and

a storing step of storing appending information
indicating an appending status of advertisement based
on said advertisement information stored in said first
20   memory section into a memory section provided in a
cartridge detachably mounted on a printer,

wherein said appending information is used for
determining discount information.